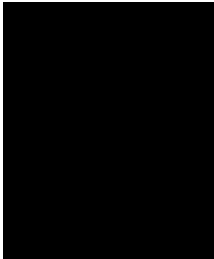
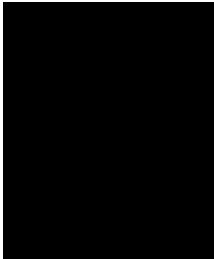
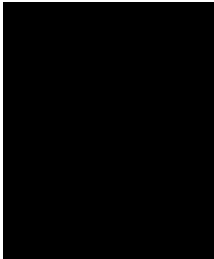
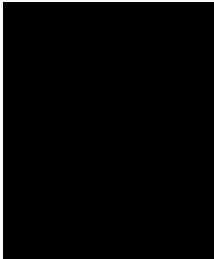
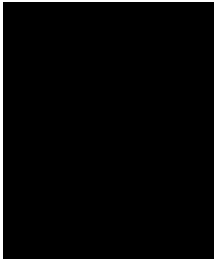
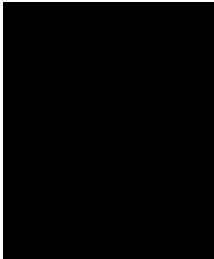
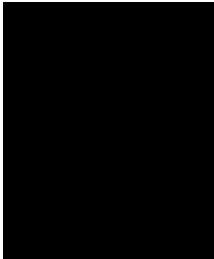


## HIGHLY CONFIDENTIAL – SUBJECT TO PROTECTIVE ORDER

**Table 21: U.S. Indirect Open Web Display (Non-Video) Advertiser Buying Tool Spending Shares, 2019-2022**

	From data productions				Use exchange data to estimate the size of other buying tools			
	2019	2020	2021	2022	2019	2020	2021	2022
<b>DV360 &amp; Google Ads</b>	<b>56%</b>	<b>55%</b>	<b>55%</b>	<b>53%</b>	<b>46%</b>	<b>45%</b>	<b>44%</b>	<b>40%</b>
Google Ads	21%	23%	22%	21%	18%	19%	18%	16%
DV360	34%	32%	33%	32%	28%	26%	26%	24%
	4%	2%	2%	1%	3%	2%	1%	1%
	5%	5%	4%	5%	4%	4%	3%	4%
	3%	2%	2%	2%	3%	2%	1%	1%
	7%	6%	6%	6%	6%	5%	5%	4%
	17%	21%	22%	24%	14%	17%	18%	18%
	3%	3%	2%	2%	2%	2%	2%	2%
	5%	6%	6%	6%	4%	5%	5%	5%
Other Buying Tools					18%	18%	21%	24%

**Sources:** See Section X.A in the appendix